



# Understanding online payment gateway (Instamojo)



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# What is Donate Button?

- A donation button, or donate button, is a button on a nonprofit's website or other online fundraising platform that leads donors to a donation page, allowing them to easily make a donation to the organization.



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# What are the best practices for donation button?

- ❑ Keep it simple
- ❑ Make it easy to find
- ❑ Stay consistent



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# What is Online Donation?

Any donation made through using internet banking, cards, wallets, app-based payment like -Google Pay, PhonePe.





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# The benefits of accepting donations online.

1. Quick, easy and hassle free
2. Enticing donors
3. Online giving is growing





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# What is the way to receive donation in 1NGO?

- What is Instamojo?

Choosing Online Payment Gateways for NGOs to collect donations:

- Secure payment gateway
- Processing time
- Payment method



**instamojo**

# Features of Instamojo

- Zero Setup Cost
- Payment Analytics
- Invoices
- Multiple Payment Types
- No Paperwork
- Transaction Data Management
- Fraud Screening
- Secured server
- Start in Minute
- Simplified Integration
- Transaction Alerts
- Multiple Payment Options
- Multiple Bank Connection



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# Why you can use Instamojo to collect your donations for your NGO?

- ❑ Safe and secure online payments with PCI-DSS compliance.
- ❑ Zero setup fee. You can sign up on Instamojo for free, and start collecting payments in just 2 minutes!
- ❑ Use Instamojo's quick payment links and embed them to your website so that your donors can easily submit their contributions.



## **Required documents for activating donate button are:**

1. PAN card.
2. First page of your NGOs bank passbook & Cheque book
3. Latest bank statement
4. Audited Report/Balance Sheet
5. Trust Deed/Bylaw
6. 80G & 12A
7. Mobile number linked with a registered bank

For example: <https://sadhana.1ngo.in/>



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# Contact us

For any queries, Please contact us

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